

An Observational Study on Two Wheeler Buying Choice

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Abstract— The end users in present day buying situation prefer to buy product or services which provide enduring benefits with add on services with affordable price. The growing number of brands and sub brands in every product or service category aim to address the requirement of end users and provide delighting outcome on their requirements. In this aspect, commutation is the form of essential service in the end users day to day consuming pattern which requires sophisticated travelling from one place to another place with convenient and comfortable journey. The travelling of every end user on their day to day practice may be personal and official. Based on the purpose and requirement either personal or official, end users demand speedy, timely and convenient journey.

The changes in present day market situation, the introduction of add on feature in the product category and the role of technological advancement affect the buying decisions of the end users. The factors relevant to buying decision of two wheelers are continuously changes in terms of its influence and role. In order to study these aspects, data is collected from 192 respondents who prefer to buy their two wheeler in a particular company located in Kanchipuram through questionnaire and filter the important decision aspects; SPSS 20 was deployed and aims to identify the buying decision pattern among the end users through this study.

Keywords—Buying Situation, Brands, Commutation, SPSS.

I. INTRODUCTION

Consumer decision making forms the major factors in form of business. The process of decision making employed by consumers or end users involves series aspects like need recognition, source of identification of product and services, brand sourcing, selection criteria of product and brand, status of comparison through personal and market references, purchase decision, time and place of purchase, actual buying process and post purchase evaluation. The series of steps of buying behavior of consumers are also

influenced by culture, social, economical, ecological, personal and psychological aspects. During the time of taking purchase decision by every end users either intentionally or unintentionally every end users apply rule of compensatory or rule of thumb. The decision process and the supportive aspects are influenced by emotional and rational boundaries in every end user's.

In this context, the underlying factors influencing the buying decision of end users during the time of buying two wheelers influenced by different factors and at different situations invoke the marketers to rightly study the buying situation and factors influencing buying decision with the help of primary sources of information obtained from the market and scientifically analyzed outcome. In addition to that, it is also learnt from the real time market about the influence of location of end users and its influence on their buying decision and also it is necessary to learn about the changes in important factor matrix on their purchase decision.

II. LITERATURE REVIEW

Kottala Sri Yogi [2015], conducted a study from 121 respondents from Delhi, Mumbai, Bilaspur, Hyderabad and Bangalore to understand the factors affecting purchasing intentions of two wheelers, quality dimensions and its effect on purchasing intentions and developed a framework model for product quality and purchasing strategy. Fuzzy logic technique is applied to interpret the results.

Priyanka Jain [2015], conducted a study from 100 respondents in Delhi to understand the satisfaction level of two wheeler vehicles in Yamaha. The result reveals that 42 respondents are satisfied, 38 respondents are highly satisfied towards overall performance. Respondents are satisfied with performance factor and dissatisfied with mileage.

D.V.Ramana and Dr. Para subbaiah [2013] conducted a study from Nellore district with sample of 252 customers to understand the factors influencing purchasing decision of two wheelers. Convenience sampling method is deployed to

collect the sample. Factor analysis and ANOVA methods are used to interpret the results. The result reveals that age, income, education and occupation have association with brand being used. The factors which influence buying decision are style, promotional offers, price, capacity of engine, maneuverability, fuel economy, service availability, maintenance cost and brand ambassador.

M M Kodabagi et. al [2014] conducted a study for two-wheeler market segmentation from 200 respondents in Karnataka state. Simple random technique is applied to collect the data. Enhanced clustering method is applied to interpret the results.

Dr. Ronald Mani and Mr. Debasis Tripathy [2013] conducted a study to identify the factors influencing for purchasing of two wheeler bikes in four Uttar Pradesh, 300 respondents from Allahabad, Lucknow and Varanasi cities are taken for the study. Simple random technique is adopted. Motor bikes such as Bajaj, Hero Motorcorp, Honda, Yamaha and TVS are taken for their study. The result reveals that Honda and Bajaj brands are preferable buying choice for the consumers.

Abhijit Raorane & R.V.Kulkarni, conducted a study to understand the consumer behavior in Janata Bazzar, a super market in Kolhapur city. An association rule is applied from the transaction database to extract the consumer buying pattern and assessed market basket analysis. The result shows that there is an association between transactions.

Aditya Kumar Gupta & Chakit Gupta [2010] explained about importance of customer relationship management in order to improve their business. Also address about the obstacles in customer relationship such as offers at right time, right person as well through right channel which will increase the business. They also dealt different applications in data mining such as classification, regression, link analysis and clustering techniques that support for customer relationship management.

Archana Singh and Ajay Rana [2010] conducted an empirical study to understand the prospective customers, customer attrition, loyal customers and preferences in selecting particular product.

Ishan Chandra, conducted an empirical study from 250 respondents in Lucknow to analyze buying behavior, factor influencing for changes in buying behavior, influencing factor which will affect purchase decision, the primary reason for shifting one brand to another.

III. OBJECTIVES OF THE STUDY

- To understand the demographic profile of the respondents.

- To understand primary reasons to choose the particular company and particular vehicle for their buying decision.

IV. METHODOLOGY

Sample design:

A total of 192 customers are selected through convenience sampling method.

Primary data:

The primary data is collected through questionnaire from Kanchipuram. The questionnaire was predesigned and pretested with the experts.

Secondary data:

It was collected through various sources such as journals, articles, magazines, websites and annual reports.

Brand covered:

Yamaha company brand have chosen for this study.

Method for collecting data:

Interview method is used to collect the data. Researcher met each of the customers and clearly explains about the objective of the research.

Type of Questionnaire:

Structured questionnaire with suitable pretesting scaling are adopted.

Types of Questions:

Open and closed ended questions, Dichotomous and likert scaling with 5 point

V. RESULTS AND DISCUSSION

5.1 Demographic Profile of the Respondents

The below table 1 shows the demographic characteristics of the respondents which consists of the variables such as age, gender, educational status, marital status, working status of spouse, number of dependents, occupation and monthly income.

Table.1: Demographic characteristics of the respondents

Variables	Category	Percentage
Age	<= 25	41.1
	26 to 35	24.5
	36 to 45	24.5
	>45	9.9
Gender	Male	73.4
	Female	26.6
Educational Status	Diploma	18.2
	UG	21.9
	PG	12.5
	Professional	38.0
	Ph.D	2.6
	Others	6.8

Marital Status	Married	43.2
	Unmarried	54.7
	Divorced	2.1
Working Status of Spouse	Working	26.6
	Not working	24.5
	Not applicable	49.0
No. of dependents	Nil	60.4
	1 to 2	28.6
	>2	10.9
Occupation	Student	44.8
	Private	28.6
	Government	12.0
	Self employed	14.6
Monthly income in Rs.	<=20,000	14.6
	20,001 to 40,000	18.8
	>40,000	21.9
	Not applicable	44.8

Source: Primary data

From the table 1 it is observed that among 192 respondents, 41.1 percentages of respondents were in the age group of less than or equal to 25, 24.5 percentages of respondents were in the age group of 26 to 35, 24.5 percentages of respondents were in the age group of 36 to 45 and 9.9 percentages of respondents were in the age of above 45. For gender, 73.4 percentages of respondents were male and 26.6 percentages of respondents were female. For educational status, 18.2 percentages of respondents were diploma holders, 21.9 percentages of respondents were UG category, 12.5 percentages of respondents were PG category, 38 percentages of respondents were professional category, 2.6 percentages of respondents were Ph.D category and 6.8 percentages of respondents were other category. With respect to marital status, 43.2, 54.7 and 2.1 percentages of respondents were belonging to married, unmarried and divorced category. For working status of spouse, 26.6, 24.5 and 49 percentages of respondents were belonging to working, not working and not applicable category. For number of dependents, 60.4 percentages of respondents were belong to Nil category, 28.6 percentages of respondents were belong to 1 to 2 category and 10.9 percentages of respondents were belong to more than 2 category. For occupation, 44.8 percentages of respondents were belong to student category, 28.6 percentages of respondents were belong to private category, 12 percentages of respondents were belong to Government category and 14.6 percentages of respondents were belong to self employed. With respect to monthly income in Rs., 14.6 percentages of respondents were belong to <=20,000, 18.8 percentages of respondents were belong to 20,001 to 40,000, 21.9 percentages of respondents were belong to

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>40,000 and 44.8 percentages of respondents were belong to not applicable category.

5.2 Reasons to Choose the Particular Company

The below table 2 show the various reasons to choose the particular company for their decision to buy a new vehicle.

Table.2: Reasons to Choose Particular Company

Reasons	Mean
Service and support	3.58
Company image	3.52
Loyalty	3.26
Exchange offers	3.19
Availability	3.15
Infrastructure	3.14
Insurance	3.13
Affordable price	3.08
Finance/loan arrangement	2.88
Word of mouth	2.45

Source: Primary data

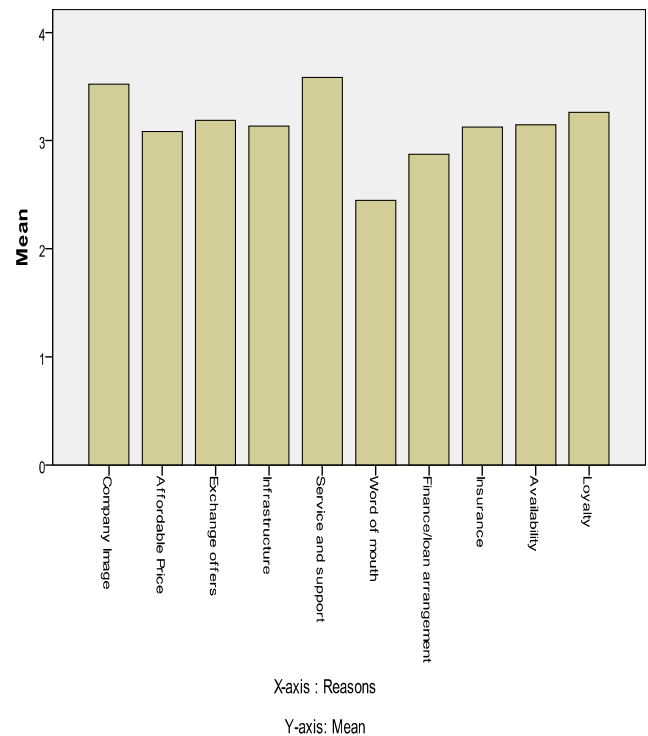


Fig.1: Reason to choose particular company

From the table 2 and fig.1 it is very clear that the particular company becomes the first choice for the consumers based on their service and support or after the sales service. It becomes prominent reason for choosing the particular company and the mean value have 3.58 proves from the

table which is the highest among all the factors. The second reason seems to be company brand/image with the mean of 3.52, this value has also strong support for the reason that initially launch of the particular company have foreign collaboration and the engine for any type of vehicle is foreign brand or its imported brand. The least reason with the mean of 2.45 is word of mouth which also strongly supports the obvious reason, if we correlate the least factor with the first two reasons again we can have a conclusion that it has a strong consumer base or satisfied customers.

5.3 Reasons to Buy a Particular Two Wheeler Vehicle

The reasons to choose particular vehicle such as mileage, brand image, price, speed and so on is depicted in table 4.12

Table.3: Reasons to Buy a Particular Two Wheeler Vehicle

Reasons	Mean
Mileage	3.58
Brand image	3.42
Price	3.40
Speed	3.30
Less maintenance	3.19
Outlook	3.17
Luggage space and seat comfort	3.09
Pickup	3.07
Style	3.04
Durability	2.99
Resale value	2.78
Color	2.72

Source: Primary data

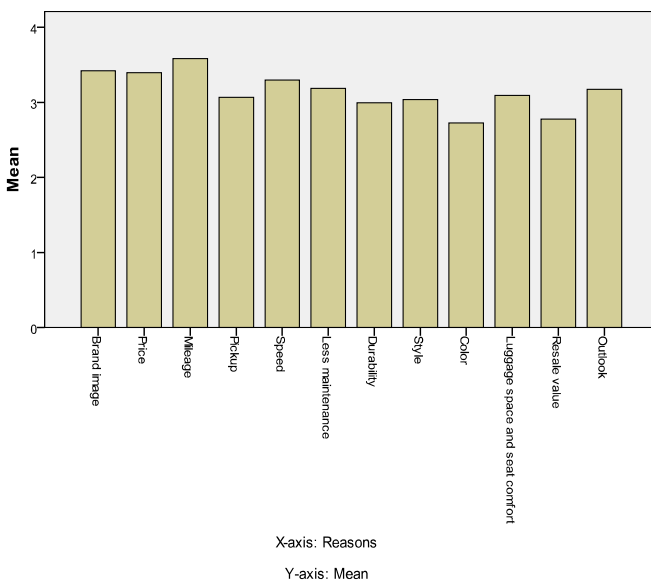


Fig.2: Reasons to buy particular two wheeler vehicle

From the table 3 and fig. 2 there seems to be noteworthy analysis with the mean value, the first reason of mean 3.58 goes to mileage, second reason seems to be brand image with the mean of 3.42, these may be the pulling reason for the customer to choose the particular vehicle. The last reason seems to be color with the mean of 2.72; this indicates that customers are not really looks for colors.

VI. CONCLUSION

The buying decision related studies are the continuum in nature, since the consumption is the part and parcel of every individual's survival. But the mode and type of consumption employed by the end users in their day to day practices differ according to the need and desire. The outcome of the study reveals that service support after sales is the primary reason for the customer to choose the particular company for their buying decision. Mileage seems to be crux factor for choosing particular brand by the customer. Hence this study highlights important factors to the organization regarding customer expectations to choose particular company and preferable factors for choosing their buying decision.

VII. LIMITATIONS AND SCOPE FOR FURTHER WORK

The study is restricted in particular brand and particular location. This study can be extended to include hypotheses study, compare and contrast different brands and different data mining techniques can be applied.

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